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Advertising Age®

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'Big Bang' conflicts balk Grey, help WRG

By CLAIRE WILSON and STEWART ALTER

Client-conflict concerns stemming from agency mega-mergers continued to shape the news into the last weeks of 1986—scuttling one linkup deal and leading to the consolidation of a $60 million ad account.

Grey Advertising's Levine, Huntley, Schmidt & Beaver subsidiary called off talks of a linkup with Belier, the second-largest agency in France, because of fears that Grey clients Procter & Gamble Co. and Mars Inc. might disapprove.

"If the environment was not as it is following Saatchi & Saatchi [acquisition of Ted Bates Worldwide], we would have consummated the deal already," said Bob Schmidt, LHS&B president. "But in general everything has been put on hold."

But if Saatchi/Bates was an indirect influence in killing that deal, it was a direct factor in Cadbury Schweppes USA's sending a $60 million Christmas ad package to Wells, Rich, Greene, New York.

"Internal account conflicts at DFS Dorland forced our reluctant exit from DFS," said James Schadt, ceo of the Stamford, Conn.-based marketer in a prepared statement. "This in turn caused us to review our entire agency lineup with the objective of consolidation."

Mars, a larger client in the Saatchi orbit, has pushed for the resignation of all other confectionery accounts at all Saatchi agencies, including Cadbury at DFS. Cadbury Schweppes this year also emerged as a bigger factor in the soft-drink market, acquiring the Canada Dry and Sunkist lines from RJR Nabisco and becoming a minority investor in Dr Pepper Co. with Hicks & Haas, a Dallas investment group that also acquired Seven-Up

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Illustration by Robert Charles Howe

Last Minute News

Race for Reebok narrows to 2 agencies

AVON, MASS.—Reebok USA has trimmed the finalist list for its $15 million account to Ammirati & Puris, New York, and Hill, Holliday, Connors, Cosmopulos, Boston, sources say. It has eliminated Ally Gargano/MCA Advertising, Chiat/Day and DDB Needham Worldwide. The winner will succeed Maslow, Gold & Rothschild, Boston.

Hearst buys Murdoch syndicate

NEW YORK—Rupert Murdoch's News Corp. last week sold its News America Syndicate division to Hearst Corp.'s wholly owned North America Syndicate, as expected (AA, Oct. 20). The News America Syndicate includes comics strips such as "Andy Capp," "B.C.," "Dennis the Menace" and "The Wizard

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Adman of the Year

Coca-Cola's Roberto Goizueta engineers startling comeback

By NANCY GIGES

Roberto Crispulo Goizueta, who turned a potentially disastrous decision into a soft-drink marketing coup while staying the course of Coca-Cola Co.'s other businesses, is ADVERTISING AGE's 1986 Adman of the Year.

A year after American consumers "revolted" against a new taste for the company's flagship beverage, Mr. Goizueta, 55, nevertheless capped its centennial year with the best results in perhaps two decades. Whether the yardstick is market share, earnings or stock price, the Atlanta-based soft-drink marketer stands tall.

The company's corporate share is at an alltime high—more than 39% in the U.S.—and the gap between Coca-Cola and Pepsi-Cola Co., Purchase, N.Y., is wider than ever. In 1986, net in-

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FORECAST 1986 1987 REVIEW

Top ten events, categories and newsmakers begin on Pages 2 and 3.

TEN EVENTS THAT MOVED THE MARKET IN '86

- AIDS
- Tax reform
- Auto finance rates
- Statue of Liberty
- Anti-drug campaigns
- Terrorism
- Tobacco ad ban try
- Insider trading
- Disinflation
- Pornography

Top events ran gamut—AIDS to Lady Liberty

Separating **AIDS** fact from fiction was a task common to both human resources and marketing executives at agencies and advertisers in 1986.

As the deadly Acquired Immune Deficiency Syndrome virus spread to what the federal Centers for Disease Control estimated as 1.5 million Americans (as carriers, not necessarily as victims), employers began a closer examination of the necessity of formulating guidelines for dealing with AIDS cases.

As a result, many companies like Quaker Oats Co. and Foote, Cone & Belding—whose client Levi Strauss & Co. has sponsored an educational video with all proceeds going to the AIDS Foundation—now include AIDS under their life-threatening disease or catastrophic illness policies.

Others, such as the Squibb Corp., partly due to the fear of AIDS, are considering developing policies addressing communicable diseases. For some companies, that may mean eventually testing prospective employes for AIDS. Frito-Lay so far has refrained from testing job applicants for AIDS but said it will "reevaluate our policy should further research on the transmission of AIDS be made available."

But even as advertisers and agencies grappled with the impact of AIDS in their own backyard, many also were bringing the subject before the general public either through public service campaigns or products that capitalize on the fears AIDS has raised.

Peter Rogers Associates created the "To care is to cure" AIDS campaign for the fashion, cosmetics and entertainment industries, which donated funds to the American Foundation for AIDS Research (AMFAR).

As part of the campaign, shoe designer Kenneth Cole donated a $250,000 ad budget for a print effort entitled "For the future of our children."

Ads featured models Christie Brinkley, Kelly Emberg and Julianne Philips Springsteen.

Campaigns took other forms elsewhere. The Southern California Co-operative AIDS Risk-Reduction Education Campaign spent $500,000 on a multi-media effort to "Fight the fear with the facts."

In Australia, the New South Wales health department began a $500,000 campaign talking about condom awareness, while the New Zealand AIDS Foundation and New Zealand department of health continued a $600,000 campaign discussing "New rules for safe sex."

In the U.S., such open discussion proved a little harder to do. The Mentor Corp. introduced a new condom marketed to women using an ad titled "I never thought I'd buy a condom." It noted "the list of sexually transmited diseases is

(Continued on Page 29)

Among '87's thrills: The Aussie assault

FORECAST 1986 1987 REVIEW

It's about the land size of the U.S., but with a population of only 16 million, and it is taking Americans by storm.

Australia blasted forth this year in a major way. The rough-and-tumble, get-out-of-my-way-mate image so clearly matched the mood of the U.S. that a record number of Americans watched Aussies in commercials, in the movies or in person by touring Down Under.

The leading personality in all this was the ubiquitous Paul Hogan, a bridge rigger-turned-comedian who has come to epitomize the typical Australian.

Next year, Mr. Hogan will continue to appear in commercials for Foster's Lager, Australia's leading beer. One of this year's spots shows him fishing he-man style with a baseball bat. He also stars in the current hit movie "Crocodile Dundee."

The film, which he wrote, is about a lovesick Aussie who follows his sweetheart to the U.S. It grossed $76 million in its first eight weeks in the U.S., after earning millions in Australia.

But it is Mr. Hogan's remarkable tourism campaigns for the Australian Tourist Commission that exposed his appeal here.

Those commercials, via Mojo/MDA, Sydney, are expected to draw a record number of U.S. tourists to Australia next year, up from 1.3 million this year and 1 million in 1984.

The latest round of ATC commercials, also featuring Mr. Hogan, will air in January in major U.S. cities, and show "the human face of Australia," according to Don Morris, an agency principal.

Mojo/MDA itself made a major move into the U.S., by acquiring San Francisco-based Allen & Dorward, California's fifth-largest independent agency.

But Australia's luster goes beyond advertising. Australian clothes are expected to continue as hot products in the U.S., with retailers marketing lines with an Australian "look."

The influence of Australia in 1987 will be further aided by media coverage of the America's Cup races.

The races will feature U.S. attempts to regain the race and trophy lost to Australia in 1983.

A key Aussie promises to be Alan Bond, the Perth-based businessman who owns 50% of the Bond Group, which controls beer, real estate and media companies. He is also the owner of the Australia II yacht that won the Cup.

Mr. Bond aims to establish his Swan Premium beer in the U.S. next year, and sources say he would use another victory in the America's Cup races to help a marketing drive here.

And the rough-and-tumble Australian media barons, beyond ex-Aussie Rupert Murdoch, are making their marks in the U.S.

This month, Kerry Packer, chairman of Consolidated Press Holdings, purchased Valassis Communications, a major U.S. producer of freestanding inserts for newspapers. Mr. Packer and others, such as entrepreneur Robert Holmes a'Court, are in the market for U.S. properties.

The **Constitution's 200th anniversary** may not lend itself as easily to flashy tv spectaculars and promotional tie-ins as the Statue of Liberty's 100th did in 1986, but that's not stopping a number of companies and organizations from trying.

Already, the Big 3 tv networks are at work on prime time fare to mark the Constitution's bicentennial, ranging from a 90-minute NBC News tv special to CBS' package of one-minute "We the People" featurettes to ABC's "Miracle at Philadelphia" miniseries.

Walt Disney World, Orlando, included a star-studded bicentennial salute in its own 15th anniversary bash, shown in November on ABC. In syndication, Media Concepts, Richmond Hill, N.Y., was first out of the gate with "The Constitutional Minute," followed by Boston's WNEV-TV and Syndicast Services, New York, with a package of multi-daypart "We the People" specials, briefs and documentaries that began last summer and will run throughout 1987.

The CBS-owned WCAU-TV, Philadelphia, has become a co-venturer in that package, with American Cyanamid and Church & Dwight's Arm & Hammer division among the tv sponsors spending $1 million each.

Another advertiser, CPC International, last fall ran a freestanding insert for Skippy, Smucker's and Hellmann's products, headlined "Win a class trip to the capital and celebrate the Constitution's bicentennial." More such promotional linkups are likely in the year to come.

Adding to the excitement is the possibility that "Constitution Day," Sept. 17, the actual anniversary, will be a onetime national holiday.

Getting off to a relatively slow start, at least nationally, was We the People 200 in Philadelphia, site of the 1787 Constitutional Convention.

The organization is now picking up speed with a series of announcements, such as the naming of Smith-Hemion Productions, Los Angeles, to produce various tv and cable specials on numerous "Celebrate America" events from May through Sept. 17, and also the signing of Marketing/Trademark Consultants, New York, as licensing/merchandising agent.

M/TC so far has booked Franklin Mint and four others for its red-white-and-blue logo, with others pending. Smith-Hemion, best known as the producer of variety tv series and specials, worked with David Wolper, ABC's "Liberty Weekend" exec producer, on Miss Liberty's opening ceremonies last July.

Meanwhile, in Washington, the Commission for the Bicentennial of the U.S. Constitution, headed by former Chief Justice Warren Burger, is working through the Advertising Council with Scali, McCabe, Sloves, New York, on ad plans aimed at getting people, especially youngsters, involved in the serious aspects of the document's celebrations.

Hoping to generate coverage ideas and "challenge the communications industry to work more responsibly for all young people," Action for Children's Television, Cambridge, Mass., distributed a 106-page guide, "Television, Children & the Constitutional Bicentennial."

Dianne Semingson, We the People 200's president, and Smith-Hemion will be talking with tv networks, Home Box Office, Public Broadcasting Service and others as they complete their tv plans for the Philly festivities. More than 200 events, they said, will be concentrated between early May and Sept. 17.

The nonprofit group, having al-

(Continued on Page 10)

TEN CATEGORIES THAT WILL MAKE NEWS IN '87

- Australia
- Baldness treatments
- Fast cuisine
- Contraceptive ads
- Desktop publishing
- Muffins and baked goods
- Pickup trucks
- U.S. Constitution
- Products that "talk"
- Shopping at home

Highlights

Still the season for conflict concerns 1

Client-conflict concerns stemming from agency megamergers continued to shape the news into the last weeks of 1986—Grey Advertising's Levine, Huntley, Schmidt & Beaver subsidiary called off talks of a linkup with Belier, the second-largest agency in France, because of fears that Grey clients Procter & Gamble Co. and Mars Inc. might disapprove. And Saatchi & Saatchi/Bates was a direct factor in Cadbury Schweppes USA sending a $60 million Christmas ad package to Wells, Rich, Greene.

OTHER NEWS

Unit volume in 470 product categories tracked by SAMI/Burke in food stores had risen a scant 0.8% in 1986 over the corresponding period in 1985. Although the over-all trend line is quite flat, there were a number of significant changes in the product mix. Page 4.

Avis is aiming for the No. 1 spot in the $750 million quick-lube, car-service business. Page 25.

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SAMI charts slight food-store gains in '86

By ALAN B. MILLER JR.

For 52 weeks ending Nov. 7, 1986, unit volume in all 470 product categories tracked by SAMI/Burke in food stores had risen a scant 0.8% over the corresponding period in 1985. The rate of gain exceeded 1% in only one product department—refrigerated foods—where sales rose 4.7% on a unit measurement basis of 7.0% in poundage.

In dollars, 263 or 56% of the categories monitored by SAMI/Burke showed annual rates of gain, whereas 207 trended downward in spite of inflationary pressures in some instances.

Although the over-all product movement trend line is quite flat, there were a number of significant changes in the product mix. For example, tonnage growth rates above 25% were registered among shelf-stable juice and juice drink concentrates, fruit rolls bars, frozen sandwiches, refrigerated bread dough and lipcare products.

The new ibuprofen analgesics grew at the rate of 85% and now account for volume of more than $100 million in food stores alone, but the internal analgesics category, in which new brands such as Advil, Nuprin, Haltran and Medipren appear, shows an annual unit growth rate of just 2.4%.

In some instances a single new product can account for sales vitality, such as the volume contributed by Ocean Spray (shelf-stable) juice concentrate—one of the winners in the 1986 new-product derby.

Many of the growth patterns can be traced to the influence of one or more of three buzzwords characteristic of marketing in the mid-'80's: Convenience, health and quality. Under convenience are such mini-catchwords as microwavability, disposable, squeezable, portion pack, time saving and ease. Health connotations include low or light in sodium, sugar, fat or cholesterol, high fiber or calcium, decaffeination, natural or reduced calories. Under a quality banner would be products with premium pricing with gourmet attributes, or other added values, for such items as paper products and health & beauty aids.

Dry grocery: Food

The SAMI category with the second-highest growth rate (after the aforementioned juice drink concentrates) was fruit rolls and bars. This category has undergone evolution in its growth, with fruits in rollup form giving way to fruit bars and in 1986 bite-size entries by Sunkist (Lipton) and General Mills' Fruit Corners Fruit Wrinkles.

The bottled-water category continues onward and upward and, as 1986 was drawing to a close, annual volumes in pints were 35% ahead of the corresponding year-earlier period. Because of the transportation expense of shipping water, there are no national brands. The leading brand in the category appears in only three markets.

The 10% increase in pints of single-strength juice drinks in 1986 translates to $172 million in added sales. Convenience portion-pack, aseptic products were important factors behind this growth in addition to the sales vitality of Gatorade, which falls under the health banner.

The increased popularity of dry toaster items may well be a ruboff of the focus of new frozen pastries and muffins, which are heated in the toaster.

The product classes that have shown exceptional strength in 1986 include rice cakes (+124%), microwave popcorn (+82%), regular catsup in a plastic bottle (+100%), wet cat food ultra gourmet (+52%) and tea bags-black decaffeinated (+52%).

Dry grocery: Nonfood

As was noted in 1985, again there have not been as many innovative new products this year to help swell category volume in this sector. The highest category tonnage

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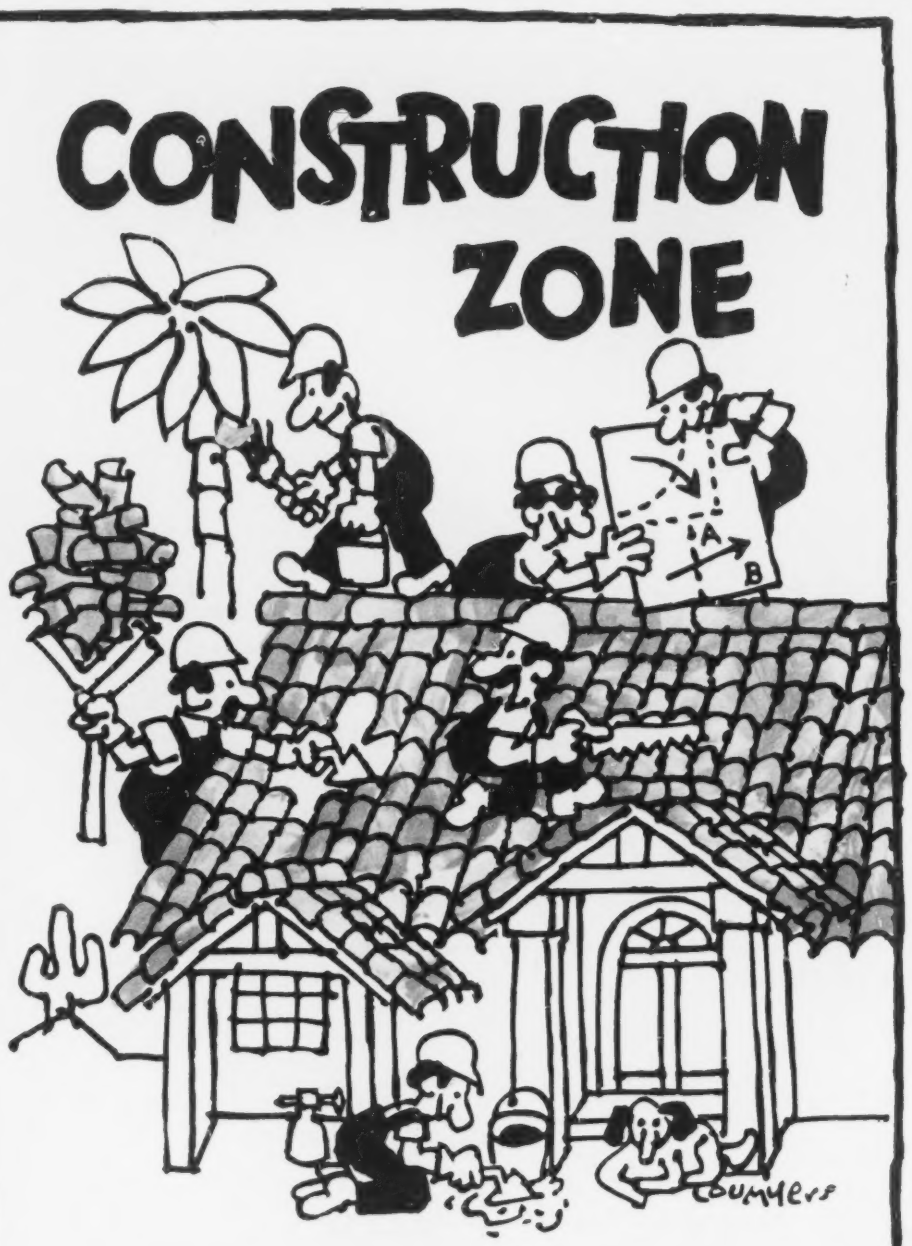
High-flying product categories, 1986

For 52 weeks to Nov. 7, 1986. *Source: SAMI.*

Category	Annual food store retail sales ($ millions)	Annual tonnage gain (%)
DRY GROCERY: FOOD		
Shelf-stable juice drinks & juice concentrates	30.4	+57
Fruit rolls & bars	189.1	+35
Bottled water	273.0	+14
Dessert & ice cream toppings	99.5	+12
Freezer bars	30.5	+12
Dried prunes	92.4	+11
Low/reduced calorie salad dressings	142.6	+11
Canned peaches	293.5	+11
Canned peas	253.6	+10
Single-strength juice drinks	1,341.1	+10
Dry toaster items	189.1	+10
DRY GROCERY: NON-FOOD		
Soap; bubble bath for children	28.9	+17
Mildew removers	34.4	+11
Car care products	28.1	+9
Paper & plastic plates	452.6	+9
Plastic flatware	39.4	+8
FROZEN FOOD		
Sandwiches	101.5	+43
Breakfasts	140.3	+27
Corn dogs	38.7	+26
French toast & pancakes	62.5	+18
Prepared vegetables without sauce	89.5	+15
Deluxe vegetables	86.6	+13
Mexican dishes	194.2	+10
Dinner bread & rolls	282.8	+8
REFRIGERATED FOOD		
Miscellaneous juices	48.9	+64
Yogurt	835.3	+21
Orange juice	1,278.2	+21
Butter/margarine blends	79.7	+16
Puddings	41.2	+16
Salad dressings & sauce	79.0	+9
Cream cheese	418.3	+9
HEALTH & BEAUTY AIDS		
Lip care products	30.0	+26
Hair setting needs	102.1	+17
Appetite suppressants	59.4	+10
Stick deodorant & pads	28.2	+7



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The Arizona Republic/The Phoenix Gazette

Million Market Newspapers/Times Mirror National Marketing
Sources: 1986 Scarborough Phoenix Market Study. Bureau of Census. N.A.H.B. Forecasting Service.

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SAMI

(Continued from Page 4)

growth rate was 17% for soaps and bubble bath for children. Much of the gain was the result of the national distribution of Sesame Street Bubble Bath by Minnetonka.

Some product classes that grew far faster than the categories in which they are found include liquid dishwasher detergents (New Palmolive is *the* product class at present), oil soap (+35%), insecticide foggers (+24%) and heavy-duty liquid detergents (+20%).

Frozen foods

As a general rule, frozen foods are under the convenience mantle to start off with and in 1986 a number of growth situations involved health considerations and premium quality as well.

The category with the highest growth rate was sandwiches. Much of the gain in this category can be credited to the introductions of frozen White Castle hamburgers and Jimmy Dean Chicken Biscuits and the national rollout of Hot Pockets by Chef America.

The growth of frozen french toast and pancakes can be traced to the consumer acceptance of Pillsbury Microwave Oven Pancakes (convenience). Among frozen vegetables, the highest growth rates were found among prepared vegetables without sauce—especially the new Green Giant Special Additions line and in the deluxe vegetable category (premium quality).

Weight Watchers (health convenience and high quality) entered the Mexican entree category and helped build volume in this increasingly popular ethnic-food category. New Sara Lee muffins and bagels are responsible for some of the gain enjoyed in the frozen dinner bread-and-roll category.

At the product class level of measurement, some of the growth areas recorded in 1986 were: Breakfast sandwiches (+86%), boneless turkey (+53%), pretzels (+54%), orange juice with pulp (+32%) and turkey entrees (+24%).

Refrigerated foods

The refrigerated section of the store has been a focus of attention among food marketers of late.

Some of the growth in the yogurt category is a result of Dannon going from store delivery to warehousing, but a number of other brands in this health-oriented category have exhibited double-digit growth rates in 1986.

Refrigerated orange-juice products have been showing consistent growth since the last Florida freeze. The theory is that in times of scarcity, price increases are less detectable in the case of refrigerated containers of reconstituted products than is true with frozen concentrates.

Health & beauty aids

The list of fast-growing health & beauty aids growth categories is shorter than usual in 1986, since there were fewer innovative new products to expand category volume. Much of the gain for lip-care products can be traced to sales of Vaseline Lip Therapy items.

The growth rate for hair-setting needs has decelerated due to the arrival of the maturity phase among hair styling mousse products. During the year, Schering Corp. rolled Fibre Trim national in the appetite-suppressant category and Thompson Medical launched Fiberfull, also taking advantage of media coverage of the importance of high-fiber diets.

Some classes of health & beauty aids that have responded to consumer acceptance have been: Ibuprofen analgesics (+85%), hard gas permeable eye-care products (+47%), hay fever medication (+35%) and soft contact lens solutions. Much of the focus among dentifrices and mouthwash has been on formulas which relate to tartar control.

These are some of the 1986 highlights that have been observed. These trends are being followed in greater detail by the many manufacturers who subscribe to our Category Size and Trend/Where The Action Is or Million Dollar Brand corporate development services.#

Mr. Miller is vp-sales service of SAMI (Sales Areas-Marketing Inc.), New York.

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CORRECTIONS & CLARIFICATIONS

- The daily newspaper *Washington Times* is the property of New World Communications, a holding company owned by members and officials of the Unification Church. As a secular corporation, New World Communications pays taxes. A reference to the newspaper incorrectly stated the newspaper is "owned by the Rev. Sun Moon's World Unification Church." The same article said the newspaper has "less than 100,000 circulation" (AA, Dec. 8, P. S-42). Its circulation is 104,186 daily.
- *TV Guide* should be ranked No. 2 in the chart "Leading print properties, Top 10 magazines by circulation," (AA, Dec. 22, P. 21). *TV Guide* has a weekly circulation of 16,874,477 according to Audit Bureau of Circulations FAS-FAX averages for six months ended June 30, 1986.#

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